n
lysing the market
tomer needs
sswork, misguided product development, and missed opportunities.
rove and streamline
ort to the CEO or a top executive
isions
tegies for developing
tegic planning
erstanding the company's portfolio of existing and new products
duct strategy
duct market research
ate roadmaps
ritize features
aborate with cross-functional teams
nitor the competition
ner feedback from the market
naging risks
erstand customers needs
rn to think like a customer
ce of the customer
ecting and analysing data (important)

- developing the vision
- introducing the product and making it known to the rest of the organization